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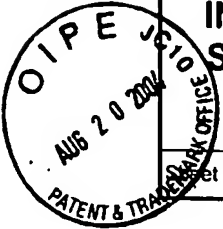
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Application Number 10/001,772-Conf. #4306
Filing Date October 31, 2001
First Named Inventor Anand Subramanian
Art Unit 3622
Examiner Name S. M. Gravini
Attorney Docket Number 03485/100H799-US1



U.S. PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Document Number:		Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)				
RA	1.	US-6,453,315		09-17-2002	Weissman, et al.	
RA	2.	US-6,668,256		12-23-2003	Lynch	
RA	3.	US-6,754,873		06-22-2004	Law, et al.	
RA	4.	US-6,526,440		02-25-2004	Bharat	
RA	5.	US-20040059708 A1		03-25-2004	Dean, et al.	

FOREIGN PATENT DOCUMENTS							
Examiner Initials*	Cite No. ¹	Foreign Patent Document		Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ^o
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NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
RA	CA	"NewsReal Changes Name to YellowBrix; Bridges the Gap Between Content and Commerce; YellowBrix Technology 'Makes Web Sites Smart' by Advancing Access to Content and Commerce", PR Newswire, Financial News, February 28, 2000, PR Newswire Association, Inc.	
RA	CB	New Media Age, pg. S16, February 19, 2004, Centaur Communications Ltd.	
RA	CC	"Infoseek Spin-Off Makes News Real", Multimedia Daily, Vol. 5, Issue 22, February 4, 1998, BRP Publications.	
RA	CD	"Yellowbrix Promises Gold", Interactive PR & Marketing News, Vol. 6, Issue 24, November 26, 1999, Phillips Business Information.	
RA	CE	Dvorak, John C., "Advertising Just for You", Boardwalk Magazine, pgs. 142-143, Vol. 13, No. 12, December 1999.	

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Examiner Signature Raquel Alvarez Date Considered 11/9/04